

CFI Group Named to Crain's "Cool Places to Work" List

Award recognizes organizations that have a lot to offer talented, energetic career-oriented people

ANN ARBOR, Mich. (September 12, 2007) – CFI Group, a leader in employee and customer satisfaction measurement, has been named to the list of "Cool Places to Work" in Michigan. The competition was sponsored by Crain's Detroit Business and the American Society of Employers. The list appears in the September 3 edition of Crain's Detroit Business.

Perhaps it isn't too surprising that a company that specializes in helping its clients with specialized solutions for measuring and improving employee and customer satisfaction would receive this recognition. "As a trusted advisor to major companies worldwide on the potency of employee satisfaction and its impact on customer satisfaction, we are delighted to be selected for this award," said CFI Group managing partner, Clayt Wilhite. "Attracting and retaining quality people is crucially important to our success with our clients."

CFI Group clients include American Eagle Outfitters, Best Buy, British Telecom, U.S. Federal Government, UPS, Yahoo! and other leading companies around the world.

About CFI Group

CFI Group (www.cfigroup.com) provides its measurement solutions worldwide, through 12 offices on four continents. Launched in 1988 by University of Michigan professor Claes Fornell, CFI Group is headquartered in Ann Arbor, Michigan. It uses rigorous measurement science to diagnose its clients' customer relationships, resulting in exacting advice on actions that strengthen these customer relationships and improve clients' overall financial performance. The CFI Group methodology is used as the basis for calculating the American Customer Satisfaction Index (ACSI) via the Ross School of Business at the University of Michigan.

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